



Key Updates



Sustainable Business Forums (SBF)

The CSB hosted its bi-annual SBF for its member companies in the Spring and Fall of 2021. The Spring SBF focused on integrating corporate sustainability and diversity, equity and inclusion, while the Fall SBF focused on the how and what of ESG measurement and disclosure.

Workstream Kick-Offs

The CSB hosted kick-off webinars for its DMA (Oct) and WF100 (Nov) workstreams, featuring a range of expert panelists from industry, academic and civil society. The webinars helped to surface the wicked problems that we are all facing in the just transition to a clean and circular economy with thriving work for all.

New Purpose and Workstreams

In 2021 Q2, the Center for Sustainable Business (CSB) embarked on a journey to hone in on a purpose statement and new workstreams to meet the challenges of this new era. The new workstreams were designed to leverage the Center's unique position, address gaps, and enable solutioneering on issues raised since October 2019.

- **Decarbonize Middle America (DMA)** will focus on increasing the number of companies in the region with working 2030 Target strategies aligned to the Paris Accord's for a just transition to a clean and circular economy.
- **Workforce 100%** aims to increase the number of companies in the region that have turned rhetoric into action with strategies to have workforces 100% representative of their communities, with decent work for all.
- **ESG Rosetta Stone** will increase the Environmental, Social and Governance (ESG) literacy of the region so that literate talent is stepping into more leadership roles in all sizes at all levels and able to collaborate across all functions by 2025.

Inaugural AAC Meeting

This year, the CSB held the inaugural meeting of its Academic Advisory Council (AAC) (Nov). The AAC advises the CSB on current sustainability and social impact trends in business schools and higher educational settings, provides direction for innovative teaching and research agendas, and acts as a sounding board for CSB outputs.

Marshall Plan for Middle America

MP4MA is an initiative to chart out a vision for equitable economic recovery in the Ohio River Valley region. Lead authored by the CSB and workshopped over Apr, Sept and Oct, the initiative won 2nd place in the "Achieving Net Zero" category of the international Climate Challenge Cup as part of COP26.

The CSB Purpose Statement
galvanize businesses thrive for all
Our Corporate Sponsors





Highlights



The CSB podcast, Sustaining Sustainability, entered its second year with an exciting new slate of guests, including William Peduto, Mayor of Pittsburgh, Sweta Chakraborty, Founder and Principal, Adapt to Thrive, and Mindy Lubber, CEO and President, Ceres. With over 3,000 listens and over 28,000 impressions on social media, the podcast series is helping to spread sustainability messages far and wide.



The CSB is excited to welcome two new corporate sponsors this year, Accenture and Ingevity. Accenture is a global professional services company with leading capabilities in digital, cloud and security, while Ingevity provides products and technologies that purify, protect, and enhance the world around us.



The Heinz Endowments awarded an \$800,000 grant to the CSB to advance its guidance of companies to generate better business and societal outcomes. The funding will support sustainability research, benchmarking, informational sessions and other education resources, all driven by the Center's three priority workstreams.



New Key Collaborators

	Tony Bond, EVP and Chief Innovation Officer, Great Place to Work® Tony was a panelist for the CSB Workforce 100% Kickoff Webinar (Nov), where he shared his expertise on how to promote fairness and a sense of belonging in the workplace.	
	Paloma DeNardis, Head of Inclusion & Diversity, DICK'S Sporting Goods Paloma was a panelist at the Spring 2021 SBF, where she shared the importance of engaging employees at every level of a company on diversity, equity and inclusion (DEI) and encouraging consumers to become part of your DEI efforts.	
	Vanessa De La Ossa, VP, Sustainable Finance Americas, ING Vanessa was a guest on episode 25 of the Podcast (Apr), where she discussed "sustainable finance" and the importance of this new field. She also served as a panelist on sustainable finance at the Fall 2021 SBF.	
	Seema Wadhwa, ED, Environmental Stewardship at Kaiser Permanente Seema was a guest on episode 22 of the Podcast (Feb), where she discussed the role climate change plays in health outcomes and leveraging the voices of clinicians to combat this issue.	
	Niren Chaudhary, CEO, Panera Bread Niren was a guest on episode 20 of the Podcast (Jan), where he discussed safety and access to food services during COVID-19, team building in a virtual setting, and Panera's ambitious sustainability goals.	
	Katie Schmitz Eulitt, Director of Investor Relationships, Value Reporting Foundation Katie gave the Fall 2021 SBF industry keynote address, where she spoke about the surge in interest in ESG measurement and disclosure from investors and how the ESG reporting landscape will change in the coming years.	
	Alex Thier, CEO, Global Fund to End Modern Slavery Alex was a guest on episode 31 of the Podcast (Sept), where he discussed how to address modern slavery with a systems change approach and the intersections between modern slavery + climate + environmental issues.	
	Jessica Westerouen van Meeteren, Chief Commercial Officer at slavefreetrade Jessica was a panelist for the CSB Workforce 100% Kickoff Webinar (Nov), where she shared her expertise on barriers to supply chain transparency and thriving work for all as well as the role consumers have to play.	

C-Suite Collaborators: 25

Increase in Social Media Impressions: 66%

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